Philip Morris U.S.A.

Our Mission & Values

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Our Mission

Our goal is to be the most responsible, effective and respected developer, manufacturer and marketer of consumer products, especially products intended for adults. Our core business is manufacturing and marketing the best quality tobacco products to adults who choose to use them.

We will support our Mission by proactively engaging with our stakeholders to enhance our ability to act in a way that is consistent with society's expectations of a responsible company.

We will be successful in achieving our goal when we:

- **Help Reduce Youth Smoking** -- Identify, support and develop programs to discourage youth smoking while promoting positive youth development.
- **Market Our Products Responsibly** -- Responsibly market our brands to adults who choose to smoke.
- **Communicate Health Effects of Our Products** -- Communicate openly, honestly and effectively about the health effects of our products.
- **Provide Smoking Pleasure/Reduced Harm** -- Respect our adult consumers by meeting or exceeding their preferences, providing them with smoking pleasure and continuously developing new methods and technologies with the potential to reduce harm associated with our products.
- **Support Reasonable Regulation** -- Engage with the public health community and government to help set objective standards for reducing harm associated with tobacco products and to establish rigorous regulatory processes for manufacturing our products and communicating to adult consumers.
- **Comply with Legal and Regulatory Requirements** -- Meet or exceed the legal and regulatory requirements that govern our products and business.
- **Value Our Employees** -- Respect each member of our diverse workforce by providing an attractive and safe work environment where rewards and growth opportunities are based on contributions to our Mission and behaviors consistent with our Values.
- **Engage with Our Business Partners** -- Establish and maintain productive relationships with our business partners, including farmers, suppliers, distributors and retailers, and advocate financially and socially responsible actions as part of those relationships.
- **Reduce Environmental Impact** -- Explore and advocate policies to reduce the environmental impact of our business and products from sourcing to disposal.
- **Play an Active Role in Community Development** -- Enhance and

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support the communities where we live, work and do business to help improve quality of life.

- **Provide Shareholder Return** -- Provide returns to our shareholder, Philip Morris Companies, to justify its investment and confidence in us.

Our Values

- **We believe in operating with integrity, trust and respect, both as individuals and as a company.**

  We conduct ourselves within both the spirit and the letter of the law, regulations, agreements and policies that govern us. We are honest with one another and with our stakeholders, fully disclosing all appropriate information, and not just that which supports our point of view. We have the courage to do what's right.

- **We demonstrate a passion to succeed in every aspect of our business.**

  We bring optimism, initiative and dedication to our work, displaying confidence in our ability to succeed. We continually raise our expectations for what is possible, and encourage a constructive dissatisfaction with our results. We apply our learnings to the future, using both our successes and our disappointments as stepping stones to continued success.

- **We believe in executing with quality, by understanding and responding to our adult consumers' preferences.**

  We plan collaboratively to ensure consistent and achievable goals. We execute by saying what we will do, doing what we say, and documenting the results. We establish clear accountabilities and strive to produce superior results for our shareholder.

- **We believe in driving creativity into everything we do, resulting in innovation and continuous improvement for our adult consumers and our business processes.**

  We encourage everyone to think about things differently and to think about different things, bringing vigorous challenge to everything we do. We build and develop ideas through collaborative leadership and by fully utilizing the unique talents within our Company. We are receptive to new ideas, and applaud those who dare to think differently.

- **We believe in sharing with others, unleashing the tremendous resources of our people as a force for good into the communities in which we live and work.**

  We foster an environment where our people can contribute their time, energy and commitment to their families, their neighbors, their colleagues and their communities. We share ideas, opinions and expertise openly and unselfishly both within the Company as well as with those with whom we interact in our business dealings, in the true spirit of collaboration. We promote personal and professional pride and growth. As a company, we acknowledge and embrace our role as a responsible, involved citizen and community leader.

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